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Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

SC=

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	NEWS Buyline Comment: NEWS	:30	\$700.00	10/10-10/12	3	1	3	\$2,100.00	
	2	M-TU	6A-7A	NEWS Buyline Comment: NEWS	:30	\$700.00	10/15-10/16	2	1	2	\$1,400.00	
	3	M-TU	7A-9A	NEWS Buyline Comment: TODAY	:30	\$900.00	10/15-10/16	4	1	4	\$3,600.00	
	4	W-F	7A-9A	NEWS Buyline Comment: TODAY	:30	\$900.00	10/10-10/12	6	1	6	\$5,400.00	
	5	W-F	9A-10A	NEWS Buyline Comment: TODAY	:30	\$425.00	10/10-10/12	3	1	3	\$1,275.00	
	6	M-TU	9A-10A	NEWS Buyline Comment: TODAY	:30	\$425.00	10/15-10/16	2	1	2	\$850.00	
	7	M-TU	10A-11A	NEWS Buyline Comment: TODAY	:30	\$325.00	10/15-10/16	2	1	2	\$650.00	
	8	W-F	10A-11A	NEWS Buyline Comment: TODAY	:30	\$325.00	10/10-10/12	3	1	3	\$975.00	
	9	W-F	11A-12P	NEWS Buyline Comment: RR	:30	\$325.00	10/10-10/12	6	1	6	\$1,950.00	
	10	M-TU	11A-12P	NEWS Buyline Comment: RR	:30	\$325.00	10/15-10/16	4	1	4	\$1,300.00	

Station KSNV-TV LAS VEGAS, NV. Advertiser () NRSC Product NRSC 2012 Estimate# Buyer JESSICA MURRAY Phone# Fax#	Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Agency C/P1/P2/E Flight Dates 10/10/2012 - 10/16/2012 Hiatus Weeks	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	12P-1230P	NEWS	:30	\$425.00	10/15-10/16	2	1	2	\$850.00	
				Buyline Comment: NEWS								
	12	W-F	12P-1230P	NEWS	:30	\$425.00	10/10-10/12	3	1	3	\$1,275.00	
				Buyline Comment: NEWS								
	13	W-F	1230P-1P	AGENDA	:30	\$325.00	10/10-10/12	3	1	3	\$975.00	
				Buyline Comment: AGENDA								
	14	M-TU	1230P-1P	AGENDA	:30	\$325.00	10/15-10/16	2	1	2	\$650.00	
				Buyline Comment: AGENDA								
	15	M-TU	2P-3P	DRS	:30	\$325.00	10/15-10/16	2	1	2	\$650.00	
				Buyline Comment: DRS								
	16	W-F	2P-3P	DRS	:30	\$325.00	10/10-10/12	3	1	3	\$975.00	
				Buyline Comment: DRS								
	17	W-F	3P-4P	PHIL	:30	\$450.00	10/10-10/12	6	1	6	\$2,700.00	
				Buyline Comment: PHIL								
	18	M-TU	3P-4P	PHIL	:30	\$450.00	10/15-10/16	4	1	4	\$1,800.00	
				Buyline Comment: PHIL								
	19	M-TU	4P-430P	NEWS	:30	\$700.00	10/15-10/16	2	1	2	\$1,400.00	
				Buyline Comment: NEWS								
	20	W-F	4P-430P	NEWS	:30	\$700.00	10/10-10/12	3	1	3	\$2,100.00	
				Buyline Comment: NEWS								
	21	W-F	430P-5P	NEWS	:30	\$700.00	10/10-10/12	3	1	3	\$2,100.00	
				Buyline Comment: NEWS								

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Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	TU	8P-10P	LOSER Buyline Comment: LOSER	:30	\$3,600.00	10/16-10/16	1	1	1	\$3,600.00	
	34	W	10P-11P	L&O Buyline Comment: L&O	:30	\$3,200.00	10/10-10/10	1	1	1	\$3,200.00	
	35	SA	6A-7A	NEWS Buyline Comment: NEWS	:30	\$350.00	10/13-10/13	1	1	1	\$350.00	
	36	SA	7A-9A	SAP TODAY Buyline Comment: SAP TODAY	:30	\$600.00	10/13-10/13	1	1	1	\$600.00	
	37	SA	9A-930A	NEWS Buyline Comment: NEWS	:30	\$500.00	10/13-10/13	1	1	1	\$500.00	
	38	M-TU	430A-459A	EARLY TODAY Buyline Comment: EARLY TODAY	:30	\$200.00	10/15-10/16	1	1	1	\$200.00	
	39	M-TU	630P-7P	FACE Buyline Comment: FACE	:30	\$900.00	10/15-10/16	2	1	2	\$1,800.00	
	40	SA	7P-8P	WH/JEP Buyline Comment: WH/JEP	:30	\$325.00	10/13-10/13	1	1	1	\$325.00	
	41	SA	10P-11P	SVU Buyline Comment: SVU	:30	\$1,000.00	10/13-10/13	1	1	1	\$1,000.00	
	42	SA	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$1,000.00	10/13-10/13	1	1	1	\$1,000.00	
	43	SA	1135P-1A	SNL Buyline Comment: SNL	:30	\$1,400.00	10/13-10/13	1	1	1	\$1,400.00	

Station KSNV-TV LAS VEGAS, NV. Agency () STRATEGIC MEDIA SVCS Rep Firm () PHILADELPHIA
 Advertiser () NRSC 3299 K STREET NW SUITE #200 Sales Office () AMY MCCREARY
 Product NRSC 2012 WASHINGTON, DC 20007 Salesperson ()
 Estimate# JESSICA MURRAY Agency C/P1/P2/E Flight Dates 10/10/2012 - 10/16/2012 Salesperson Phone# 215-568-6540
 Phone# Hiatus Weeks Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SU	6A-7A	NEWS	:30	\$350.00	10/14-10/14	1	1	1	\$350.00	
	Buyline Comment: NEWS											
	45	SU	7A-8A	SUN TODAY	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	Buyline Comment: SUN TODAY											
	46	SU	8A-9A	MTP	:30	\$1,300.00	10/14-10/14	1	1	1	\$1,300.00	
	Buyline Comment: MTP											
	47	SU	9A-930A	NEWS	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	Buyline Comment: NEWS											
	48	SU	930A-10A	CM	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	Buyline Comment: CM											
	49	SU	530P-830P	SNF	:30	\$6,500.00	10/14-10/14	1	1	1	\$6,500.00	
	Buyline Comment: SNF											
	50	SU	11P-1135P	NEWS	:30	\$1,000.00	10/14-10/14	1	1	1	\$1,000.00	
	Buyline Comment: NEWS											

---REPORT TOTALS---
 Report Totals: 114 / \$86,250.00

---SALES MONTHLY TOTALS---
 Oct 12: 114 / \$86,250.00
 Sales Totals: 114 / \$86,250.00
 Station Totals: 114 / \$86,250.00
 Lines not sent/rcld/rtrn: 0 / \$0.00
 ---COMPETITIVE---

Market Totals \$278,226 CATV 0% KBLR 0% KING 0% KLAS 31% KSNV 31%

Rep Order# 6809909 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 100305 Printed: 04/16/2012 2:50 PM 6 of 6
EC'd Yes Last Received: 04/13/2012 10:46 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () NRSC
Product NRSC 2012
Estimate#
Buyer JESSICA MURRAY
Phone#
Fax#
Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks
Rep Firm
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Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
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KTNV 17% KTUD 1% KVCW 1% KVMY 2% KVVU 17%
XXXX 0%

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES -KTUD IS LESS THAN 1

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE